

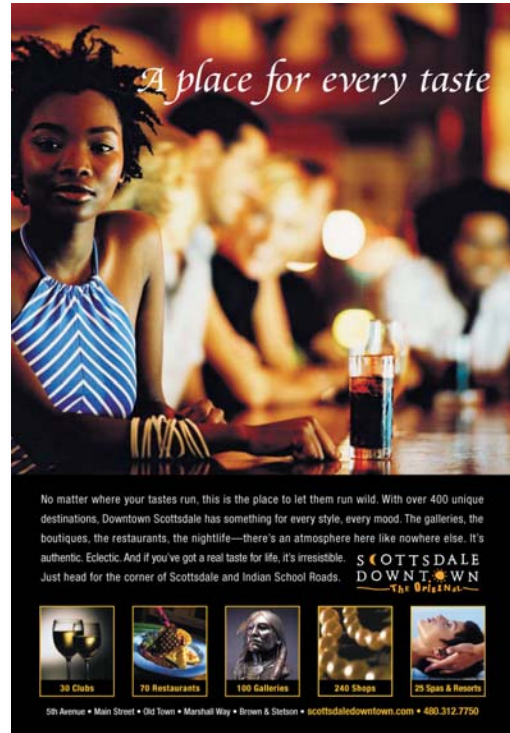


Enhanced Municipal Services District (EMSD)

Mid-Year Marketing Recap • July 2004 – January 2005

Presented by Olson Communications, Inc.

The EMSD Commission supervises the marketing effort for Downtown Scottsdale, overseeing a large group of merchant volunteers and our marketing consultant, Olson Communications (OCI). The marketing group has worked tirelessly with OCI to create a comprehensive marketing and public relations program, including advertising, event coordination and media outreach for the EMSD and its five specialty districts.



Of the \$500,000 marketing budget allocated to the EMSD by the City of Scottsdale, \$150,000 has been divided equally among the five merchants associations: Main Street, Fifth Avenue Merchants Association, Old Town, Brown & Stetson and Marshall Way Contemporary Arts District. The remaining budget is used to support marketing activities for Downtown Scottsdale as a whole.

Here's a glimpse of activities to date since July 2004. You can view a color version of this marketing recap at scottsdale downtown.com.

SCOTTSDALE DOWNTOWN The Original

Marketing Collateral

- Downtown Scottsdale Map and Directory -- Produced an updated version of this key marketing piece including a new, easy-to-read map and a comprehensive up-to-date address and phone list for all businesses within the EMSD
- Downtown Scottsdale Map Kiosks – Produced an updated 10 kiosks map displays for existing Downtown Scottsdale kiosk locations
- Downtown Scottsdale Website - Updated graphics, merchant listings, web site copy and Downtown Scottsdale map. The website is also utilized for promotional ticket give-aways. Website hits have quadrupled to 10,000 a month since the implementation of the marketing communications plan.
- Downtown Scottsdale Ambassadors Map – Produced 12,500 Ambassadors Maps with the updated Downtown Scottsdale map
- P.F. Chang's Rock 'n' Roll Marathon Insert - Produced 50,000 P.F. Chang's Rock 'n' Roll Marathon Goodie Bag inserts displaying the updated Downtown Scottsdale map and listing of restaurants



SCOTTSDALE DOWNTOWN *The Original*

Advertising

- Produced a new ad campaign for Downtown Scottsdale and negotiated ad placements for the following tourist publications:
 - Valley Guide Map (bi-annual), 70,000 circulation
 - Cities Finest Magazine (annual), 15,000 circulation
 - Guest Informant Quick Guide (Nov. 2004 – Jan. 2005 & Feb. – April 2005), 19,000 circulation
 - Phoenix Magazine Downtown Scottsdale Special Section (January 2005), 63,152 circulation
- Negotiated ad placements for the following programs and spectator guides for popular tourist events:
 - P.F. Chang's Rock 'n' Roll Arizona Marathon and 1/2 Marathon, 35,000 distribution
 - Fiesta Bowl Program, 75,000 distribution
 - Fiesta Bowl Entertainment Guide, 50,000 distribution
 - Insight Bowl, 50,000 distribution
 - Barrett Jackson Auto Auction, 14,500 distribution
 - Program for the Arts and Lion King, 168,000 distribution
 - Chicago Cubs Spring Training, 25,000 distribution
 - San Francisco Giants Spring Training, 12,000 distribution
 - PIR NASCAR Checker 500 (Nov. 2004), 25,000 distribution
 - PIR NASCAR Busch 500 (April 2005), 25,000 distribution



Media Relations

Relationships have been established with key reporters, including Dolores Tropiano, Roberta Burnett, John Yantis and Peter Corbett. These have resulted in increased features, as well as mentions and references to Downtown Scottsdale in related articles.

Secured Downtown Scottsdale news coverage in the following media outlets:

- KTVK 3 TV Good Morning Arizona Weekend show – Saturday, October, 23 – In-studio ArtFest of 5th Avenue segment
- KTVK 3 TV Good Morning Arizona Weekday – Monday, November 15 – free horse drawn trolley segment on location in Downtown Scottsdale
- KPNX NBC 12 Morning Show Weekend – Sunday, November 14 – In-studio ArtFest of Scottsdale segment
- Scottsdale Republic – December Northeast Valley Events – includes all of the Downtown Scottsdale events and attractions
- Tribune – throughout November and December – mentions of free horse drawn trolley
- KTVK 3 TV Good Morning Arizona Weekend show – Saturday, December 11 – music segment with Arizona's Singing Cowboy (one of the many attractions of Downtown Scottsdale) - at studio
- FOX 10 Arizona Morning – Wednesday, December 15 – holiday events and attractions of Downtown Scottsdale segments (on location on 5th Avenue)
- AZ Parenting – December – free horse-drawn trolley
- Arizona Republic and Tribune – throughout December – mentions of farmers markets and ArtWalk
- Desert Living Magazine – January/February – coverage of new artspace in Downtown Scottsdale
- Downtown Scottsdale events in Scottsdale Republic January calendar
- KTVK 3 TV Good Morning Arizona Weekend show – Saturday, January 1, 2005 – metaphysical shops in Downtown Scottsdale offer great New Year's products
- KTVK 3 TV Good Day Arizona weekday – Wednesday, January 5, 2005 – P.F. Chang's Rock 'n' Roll Arizona Marathon ArtWalk musical performance segment
- KTVK 3 TV Good Day Arizona weekday – Thursday, January 6, 2005 – P.F. Chang's Rock 'n' Roll Arizona Marathon ArtWalk artist segment
- KTVK 3 TV Good Evening Arizona live, location segment – Thursday, January 6, 2005 – coverage of the P.F. Chang's Rock 'n' Roll Arizona Marathon ArtWalk

SCOTTSDALE DOWNTOWN

The Original

- KTVK 3 TV Good Evening Arizona live, location segment – Thursday, January 6, 2005 – coverage of the free horse drawn trolleys
- KTVK 3 TV Good Day Arizona weekday – Friday, January 7, 2005 –cooking demo with Bravo! Bistro – to prepare “Runner’s Special”
- KTVK 3 TV Good Morning Arizona weekday – craft segment to kick-off Sunday A’Fair’s 16th season

Events Marketing

- Negotiated P.F. Chang’s Rock ‘n’ Roll Arizona Marathon sponsorship opportunity; supported the sponsorship through advertising, route signage, runner communications, media stories and broadcast news segments; representation at Runner’s Expo attracting more than 30,000 runners and on the event Web site which will stay active for the next year

Outreach

- Developed and began a new concierge outreach program, working with a Downtown Scottsdale representative to visit local hotels and Scottsdale Fashion Square on a monthly basis
- Developed monthly events and attractions bulletin delivered to concierges on a monthly basis
- Maintain consistent contact with Scottsdale CVB on marketing, public relations and advertising opportunities regarding downtown Scottsdale, including an article developed for the CVB Meeting Planner’s Guide
- Represent marketing efforts during monthly EMSD Commission meetings
- Coordinate with Scottsdale CVB on Downtown Scottsdale communication efforts
- Secured Phoenix CVB partnership
- Monthly, attend regularly scheduled district association meetings